

Baked Goods in Latin America

April 2021

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Key findings

REGIONAL OVERVIEW

Uruguay has one of the highest per capita consumption rates globally

Slight slowdown in 2020 to be followed by stronger growth rates

Brazil and Mexico the main growth drivers in 2015-2020

Growth drivers: Bread in Brazil, pastries in Mexico and cakes in Peru

Bread accounts for the bulk of new sales in the region

COVID-19 likely to encourage further growth for HW products

Specialist retailers continue to lead sales of baked goods

Artisanal bakeries continue to open in large Brazilian cities

LEADING COMPANIES AND BRANDS

Fragmented competitive landscape with strong artisanal presence

Molinos Río de la Plata closes in on the top 10

Brazil the main market for the greatest number of top 10 players

Pullman and Panco move up the rankings in 2020

FORECAST PROJECTIONS

Packaged bread sales spike in 2020 due to hygiene concerns...

...but unpackaged bread will continue to dominate sales

Soft drivers will provide the main impetus for baked goods growth

COUNTRY SNAPSHOTS

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Argentina: Competitive and Retail Landscape

Bolivia: Market Context

Bolivia: Competitive and Retail Landscape

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Brazil: Competitive and Retail Landscape

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Uruguay: Market Context

Uruguay: Competitive and Retail Landscape

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